

Bloom Consulting selected to develop Madeira Destination Brand strategy



The famous "basket cars" are one of Madeira's best-known attractions | Image: Madeira Promotion Bureau

Bloom Consulting have won the public tender launched by Madeira Promotion Bureau and will develop the Destination Brand strategy for Madeira.

The project will consist of three phases:

Phase 1: Researching and evaluating the current situation.

Phase 2: Developing a Destination Brand strategy.

Phase 3: Implementing the strategy.

It is expected to deliver a complete Destination Brand strategy backed up with data and suggestions on how to implement it, as well as examples of how to communicate it for internal and external stakeholders.

The project will take approximately six months to deliver.

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand, City Brand, and Placemaking strategies for governments around the world. We collaborate with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Nation Branding, having worked across five continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.